

Stefanie M. Rosen

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EDUCATION

Ph.D., Marketing, Expected May 2011
Moore School of Business, University of South Carolina, Columbia, South Carolina

BSBA, Marketing, May 2003
Warrington College of Business, University of Florida, Gainesville, Florida
Graduated *summa cum laude*

RESEARCH INTERESTS

Corporate Social Responsibility, Consumer Prosocial Behavior, Consumer Decision Making

RESEARCH IN PROGRESS

Rosen, Stefanie M., and Richard J. Lutz, "The Effects of a Social Influence on Product Type Bundling with Donations to a Charity."

Wood, Stacy and Stefanie Rosen, "Moral Discount: When Corporate Social Responsibility Helps and When it Hurts"

Irmak, Caglar and Stefanie Rosen, "Near and Far: Temporal Distance and Cause-Related Marketing Campaigns"

PROFESSIONAL AFFILIATIONS

Association of Consumer Research

ACADEMIC EXPERIENCE

Teaching Assistant, Principles of Marketing University of Florida, Dept. of Marketing
January 2003-May 2003 Gainesville, Florida

Administered exams, created questions for exams, and tutored students.

COURSEWORK

Marketing	Cognate
Consumer Behavior I (Stacy Wood)	Cognitive Psychology (Amit Almor)
Marketing Strategy II (Satish Jayachandran)	Social Psychology (Suzanne Swan)
Research Methods (Terence Shimp)	Evolution, Altruism, and Morality (Brent Simpson)

OTHER WORK EXPERIENCE

Consumer Insights Research Director
June 2003-June 2007

Landis Strategy and Innovation
Palm Beach Gardens, Florida

Worked for Fortune 500 companies to create a strategic framework to guide the development and growth of their brand(s). Designed survey questionnaires, interviews, and other techniques to collect data from consumers. Interpreted and implemented market research data (quantitative and qualitative) to understand the integration of consumers, brands, and the marketplace.